

## Poster Guidelines

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Macquarie University hosts a diversity of social, staff, cultural, political, welfare and sporting bodies, as well as academic organisations. Most of these organisations have at some time a need to publicise their activities by exhibiting promotional material.

The University fully appreciates the need for the advertising of these University activities in traditional ways. All Macquarie University affiliated student groups have the privilege of displaying promotional material in agreed areas for a specified period of time. This is an important part of our daily campus life.

However, we need to do this in a spirit of respect for our community and campus environment. The University prides itself on our fine campus, so we have a responsibility to exercise self-discipline when it comes to the use of promotional materials which may contribute to visual pollution.

With this in mind, **we ask that you abide by the following guidelines when using posters on campus:**

- Do not include unpleasant or offensive content (e.g. sexist, racist or otherwise discriminatory content, offensive language, etc).
- Make every effort to display quality promotional material that complements the campus environment.
- If you are an affiliated student organisation of Macquarie University, your poster must include the approval number you receive from Student Engagement and the following logo which you can download [here](#).

A student organisation of



**MACQUARIE**  
University

- Do not promote commercial venues and activities.
- Do not place promotional materials in a way that interferes with health and safety.
- Do not use an excessive number of posters. This prevents others from also using the space for promotional purposes.

- Do not place promotional material:
  - on the glass fronts of display boards so as to cover material inside;
  - on campus light standards, directories, or street, traffic or parking signs;
  - in toilets or lifts;
  - in bus bays;
  - on sculptures, trees, shrubs, rocks etc.;
  - on building exteriors, entrances, doors, steps, stairwells or interior surfaces; and
  - at a level higher than 2 metres above the ground.
- Only use chalk on exterior footpaths exposed to rainfall. Do not use chalk on stairs or sheltered surfaces.
- Do not use crayons, felt tip pens or any type of paint.
- Do not place paper posters on footpaths as this becomes a tripping hazard.
- Attach posters using tape or Blu Tack. Do not use glue.
- Promotional materials must be removed after 14 days.
- If the poster is advertising an event, it must be removed by no later than 7 days after the event date.
- Do not interfere in any way with the promotional material of another exhibitor. This includes the removal, destruction or defacement of posters being advertised by another University body.

## **BANNERS**

The placement of banners requires special consideration and will not be permitted except for specific occasions, e.g. Info Day, Open Day, Orientation.

If you have approval to use a banner:

- Coordinate the display of your banner through the Student Engagement Team for approval and determination of appropriate fittings and attachments. You must give Student Engagement notice at least 2 weeks prior.
- Keep students and staff safe by ensuring those placing the banner know how to appropriately and safely assemble the banner in a location that does not interfere with the health and safety of others.
- Do not damage structures or vegetation on campus by the placement of your banner.

**Any promotional materials that fail to follow these guidelines will be removed at the Advertiser's expense.**

For further information, please see the University's [Posters and Advertisements Guideline](#).